

## City of Fort Worth, Texas Job Description

<b>Classification Title</b>	Web Managing Editor		
<b>Job Code:</b>	PR2900	<b>Job Family:</b>	Professional
<b>Pay Grade</b>	608	<b>Date Created:</b>	12/31/2015
<b>FLSA Status</b>	Exempt	<b>Date Revised:</b>	

### GENERAL SUMMARY

Promotes and markets the library's brand, programs, products and services on numerous digital platforms, including websites, online calendars, email marketing applications, social media and video services. Organizes, structures and provides content and manages library's public website and employee wiki.

### ESSENTIAL DUTIES & RESPONSIBILITIES

*The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job. Incumbents may be requested to perform job-related tasks other than those specifically presented in this description.*

1. Maintains and updates library's website; works with the City and other departments to determine content; edits and revises content; and, coordinates website projects with marketing materials to ensure complimentary look and consistent content.
2. Creates new pages for programs and other library functions using City's content management system; creates web graphics; evaluates and updates existing webpages; and ensures website organization and user friendly atmosphere.
3. Tracks web use statistical data to create reports for administration and posts emergency and informational messages to website.
4. Recommends and assists in the implementation of goals and objectives; establishes schedules and methods for providing web services; and, implements policies and procedures.
5. Maintains, monitors, evaluates and updates Social Media; responds to and tracks patron comments, questions and complaints; determines programs and events for social media marketing; schedules social media posts; and, works with other Library departments to obtain content to share on social media.
6. Determines Library programs to market via email; locates and edits images for use in online software; works with graphic artist and staff to create and coordinate email-marketing pieces with other marketing materials; maintains schedule of email marketing pieces; and, maintains and updates patron email addresses in online software.

7. Maintains Staff Wiki; adds content to wiki-files; evaluates and removes content; assists employees with access and troubleshooting; and, maintains schedule to ensure Library subscription fees are paid to vendor.
8. Identifies web content needs and develops plans with departments or other appropriate individuals or groups for new content.
9. Updates, evaluates and maintains event calendars; adds and removes programs from Library event calendar; coordinates calendar entries with other marketing materials; ensures updated account and software; and, provides graphics for each listing.
10. Monitors Library's generic email account; checks, responds to and routes emails; and, creates and monitors Google alerts to find stories about the Library in the news and on the internet.
11. Coordinates marketing projects; adds new marketing projects to project tracking log; creates folders on shared drive to store related documents and images; logs all promotions onto graphics log; and, coordinates with staff to ensure project completion by deadline.
12. Develops and implements special projects, including writing, designing and overseeing the installation of the new content by IT Solutions. Plans and coordinates annual jazz series and author series.
13. Performs other related duties as required.
14. Adheres to assigned work schedule as outlined in the Department and City attendance policies and procedures; ensures all behaviors comply with the City's Personnel Rules and Regulations.

## **KNOWLEDGE, SKILLS & ABILITIES**

- **Knowledge of:**
  - Principles and practices of web technologies and email management.
  - Recent developments and practices in graphic production.
  - Principles and practices of project planning and management.
  - City departments and functions.
  - Marketing theories, principles, trends, and practices.
  - Principles of internal communication.
  - Principles and practices of publication and writing design and production.
  - Modern office equipment including computers.
  - Social media platform functions.
  - Library's department structure.
  - Library policies, services and programs.
- **Skill in:**
  - Using latest web technologies.
  - Project planning.
  - Customer service.
  - Computers and applicable software.
  - Organization and time management.

- Troubleshooting.
- Writing.
- **Ability to:**
  - Use analytical tools.
  - Evaluate and present information in a visually appealing manner.
  - Determine content needs.
  - Create images to enhance webpages.
  - Plan and implement website review projects.
  - Read, evaluate and edit text.
  - Determine and analyze appropriate statistics to track.
  - Create statistical reports.
  - Write, edit and produce various forms of informational materials for a variety of audiences.
  - Evaluate technology for Library needs.
  - Read and research upcoming trends in libraries and technology.
  - Communicate clearly and concisely, both orally and in writing.
  - Establish and maintain effective working relationships with those contacted in the course of work.

## **MINIMUM JOB REQUIREMENTS**

Bachelor's degree from an accredited college or university with major course work in English, Computer Science, Digital Media and Web Design, Marketing or a related field and three years of relevant experience in developing, coordinating and managing web site content.

## **OTHER REQUIREMENTS**

None.

## **WORKING CONDITIONS**

*The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Depending on assignment, positions in this class typically require touching, talking, hearing, seeing, grasping, standing, walking and repetitive motions.

## **PHYSICAL DEMANDS**

*The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Sedentary Work – Depending on assignment, positions in this class typically exert up to 10 pounds of force occasionally, a negligible amount of force frequently, and/or or constantly having to lift, carry, push, pull or otherwise move objects. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.